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CS-581 WS

Assignment 1

Going Viral Part 1

Social media was able to play a decent role in the Alfie Evan's case. It must have been really hard for the parents to go through something like this. When they reached out to some form of social media, they got tons of love and support from those that saw the post. A lot of the supporters showed up the hospital that the boy was staying at and protested outside. Some of them said hateful things and that put the case in a slightly more negative light, because of the toxicity the community produced. They were also able to get a meeting with the Pope, who posted a response online making awareness of the "issue" at hand and the grief the parents must be going through. Without the scale of social media, it could not have been as big of a case as it was. The case was dragged through many different courts of differing levels, and the president of Poland, at the time, gave his support. Alfie was given Italian citizenship in hopes of him being transported and given different care, under the Brother's of Italy's leader. The main idea behind social media in this case is that it was able to give it much more exposure than other expected, allowing the parents to get more support, or backlash, from anyone that saw something about it and decided to respond or act.

D.1. What do you consider some of the positive effects of the viral social media involvement in the Alfie Evans case?

The case was able to get much more exposure from the public because of social media which put pressure on the hospital or courts, and gave support for the parents

D.2. What do you consider some of the negative effects of the viral social media involvement in the Alfie Evans case?

The public was too extreme in some cases, and the police had to get involved to make sure the situation didn't escalate further. This was negative because it made the public seem chaotic in supporting this case, and was not a good look for the courts.

D.3. The Facebook news-feed algorithm tweak is being credited (blamed?) for the Alfie Evans case going so viral. Do you think Facebook could have anticipated this effect?

Facebook could have seen this coming if they had really dug deep into what effects this tweak would have on their search results. It was such a specific case and seemingly small change but in terms of massive social scales a small change could be representative of the butterfly effect.

D.4. Do you have any thoughts on how this might have been handled differently? [no right or wrong answers here, I just want to hear your thoughts]

It seems like the parents were in the wrong because the hospital seems to have had all the information necessary to declare the child beyond hope. I think maybe there could have been more informational meetings between the parents and the hospitals so that they parents could understand more clearly what was happening. It was a mystery at the time though, so it's hard to say.

Going Viral Part 2

E.1. Mary Jo Laupp has been nicknamed the "TikTok Grandma", Describe her role in the TikTok/K-Pop fan response to the Tulsa rally.

As a large influencer herself, Mary Jo Laupp was able to bring even more awareness to the idea of fake-signing-up for the rally. The TikTok algorithm works based on interactions, so if a specific group of keywords or hashtags were given a lot of interaction from a famous influencer the effects can be massive. Other, not as big or even bigger, influencers could be influenced to make a post. All the while increasing the portion of TikTok that the algorithm thinks would want to see posts about the rally.

E.2. Explain why the author feels that the first part --"TikTokers and K-pop fans lead Trump to overestimate his crowd"--is true to some degree.

Trump overestimated his crowd because the amount of people that signed up was insane. It was more than 50x the size of the venue, therefore an oddity for sure. It was important for Trump and his campaign to make necessary measures for at least an overflowing stadium because the sheer number could be overwhelming if not prepared for.

E.3. Explain why the author feels that the second part --"TikTokers and K-pop fans are the reason fewer than 6,200 people showed up to the event." --is probably false.

The author believes that the people that were going to show up, were the same as before. Its not like there was a capacity on the amount of RSVPs so people could still sign up no matter how many others did.

E.4. Describe two other explanations that the author puts forth for why so few of the "expected" attendees showed up.

The author believes that there is also the chance that because of the massive number of RSVPs, many supporters could see that as a chance to go with the rest. It was talked about in chapter 1 of the textbook, but some people make decisions based on what they see others do. In this case, many many many people signed up for the rally without planning on showing up. Real supporters would sign up just for the support of making the numbers higher, and making Trump seem more popular than he really is/was.